

REP HEADLINE# 6238000 TRF# E:120718
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP OCT3/12 11.53
 CHANGES *** WFLA-TV ***

ADV # ADV. NAME ISS/AMER. CROSSROADS
 AGY # AGY. NAME CROSSROADS MEDIA LLC

REP. # OFF. # SALESMAN #
 BUYER NAME EMILY MILHOAN

66 CANAL CENTER PLAZA, SUITE 555
 ALEXANDRIA, VA 22314

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6238000

CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#692 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT3/12 11.53

REP: MAKEGOOD 10/3
 LN 101 ADDED (FROM HDLN #6238034)
 PGM CHANGE LN'S 15, 17, 32, 34, 61, 63, 97, 99
 T/P CHANGE LN 41
 NEW TTL \$105,625
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 AMERICAN CROSSROADS

Handwritten initials and date: 8/16/13

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
15	NZ		700P-730P	30		\$2,000.00	10/5	10/5	1		FRI	1
17	NZ		730P-800P	30		\$2,000.00	10/5	10/5	1		FRI	1

AGENCY ADVERTISER CODE = 11
 AGENCY PRODUCT CODE = 27
 AGENCY EST# = 692

PROGRAM : 7P NEWS
 CON COM1: 7P NEWS
 PROGRAM : ET
 CON COM1: ET

NOV 01 2012

10/24/12 FCC

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CREDIT RISK !!
HARRIS REPORT FROM REP OCT3/12 11.53
CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
32	NZ		700P-730P	30		\$2,000.00	10/8	10/8	1		MON	1
PROGRAM : 7P NEWS												
CON COM1: 7P NEWS												
34	NZ		730P-800P	30		\$2,000.00	10/8	10/8	1		MON	1
PROGRAM : ET												
CON COM1: ET												
41	T		1130P-1200M	30		\$2,500.00	10/7	10/7	1		SUN	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1: NEWS CHANNEL 8 @ 11PM												
61	NZ		700P-730P	30		\$2,000.00	10/4	10/4	1		THU	1
PROGRAM : 7P NEWS												
CON COM1: 7P NEWS												
63	NZ		730P-800P	30		\$2,000.00	10/4	10/4	1		THU	1
PROGRAM : ET												
CON COM1: ET												
97	NZ		700P-730P	30		\$2,000.00	10/3	10/3	1		WED	1
PROGRAM : 7P NEWS												
CON COM1: 7P NEWS												
99	NZ		730P-800P	30		\$2,000.00	10/3	10/3	1		WED	1
PROGRAM : ET												
CON COM1: ET												
101	A		700A-900A	30		\$650.00	10/6	10/6	1		SAT	1
PROGRAM : SAT TODAY SHOW												
CON COM1: SAT TODAY SHOW												
OCT/12 105625.00 <div> CONTRACT TOTAL 105625.00 TOTAL SPOTS 87 </div>												

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS

MARKET TOTALS \$499,880 WFLA 21% WFTS 19% WTSP 21% WTVT 32% WTOG 0% WTTA 0% WMOR 0%
WMOX 0% WXPX 0% WWSB 7% CABL 0%

SHARES ACCURATE

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BOY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 797 Issue 3



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 105625	Campaign Ref: E:120718015
Buyer: ..	Client/Product/Estimate: 11 / 27 / 692	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06238000
Est./PO Number: 06238000	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: American Crossroads	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-F 1p Days Of Our Lives ...F..	02	500	30 Comme	Nbr of Spots	1	1	500
2	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	02	5000	30 Comme	Nbr of Spots	1	1	5000
3	M-Su 11p News ...F..	01	2500	30 Comme	Nbr of Spots	1	1	2500
4	M-F 1135p ET / 1035p CT Tonight Show ...F..	02	1200	30 Comme	Nbr of Spots	1	1	1200
5	M-F 12p Today Show III ...F..	02	300	30 Comme	Nbr of Spots	1	1	300
6	M-F 2p Rachael Ray ...F..	03	300	30 Comme	Nbr of Spots	1	1	300
7	M-F 3p Doctors ...F..	03	450	30 Comme	Nbr of Spots	1	1	450
8	M-F 4p Dr Oz ...F..	02	750	30 Comme	Nbr of Spots	1	1	750
Weekly Totals: Total Spots(Ord Spots)					71	16	87	
Closed PR					6	2	8	

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Buyer: ...	Client/Product/Estimate: 11 / 27 / 692	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/04/12	Weeks: 2	Order Ref: 06238000
Est./PO Number: 06238000	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
9	M-F 5p News ...F..	02	1500	30 Comme	Nbr of Spots	1	1	1500
10	M-F 530a News ...F..	01	500	30 Comme	Nbr of Spots	1	1	500
11	M-F 530p News ...F..	02	1500	30 Comme	Nbr of Spots	1	1	1500
12	M-F 6p News ...F..	02	2000	30 Comme	Nbr of Spots	1	1	2000
13	M-F 6a News ...F..	02	1000	30 Comme	Nbr of Spots	1	1	1000
14	M-F 7p Entertainment Tonight ...F..	01		30 Comme	Nbr of Spots	1	1	
15	M-F 7a Today Show ...F..	02	1400	30 Comme	Nbr of Spots	1	1	1400
16	M-F 730p Extra ...F..	01		30 Comme	Nbr of Spots	1	1	
17	M-F 9a Today Show II ...F..	02	700	30 Comme	Nbr of Spots	1	1	700
18	M-F 1p Days Of Our Lives M.....	02	500	30 Comme	Nbr of Spots	1	1	500
19	M-Su 11p News	01	2500	30	Nbr of Spots	1	1	2500
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Est./PO Number:	06238000	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
20	M-F 1135p ET / 1035p CT Tonight Show	02	1200	30 Comme		1	1	1200
21	M-F 12p Today Show III	02	300	30 Comme		1	1	300
22	M-F 2p Rachael Ray	03	300	30 Comme		1	1	300
23	M-F 3p Doctors	03	450	30 Comme		1	1	450
24	M-F 4p Dr Oz	02	750	30 Comme		1	1	750
25	M-F 5a News	01	300	30 Comme		1	1	300
26	M-F 5p News	02	1500	30 Comme		1	1	1500
27	M-F 530p News	02	1500	30 Comme		1	1	1500
28	M-F 6p News	02	2000	30 Comme		1	1	2000
29	M-F 6a News	02	1000	30 Comme		1	1	1000
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Est./PO Number: 06238000	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
30	M-F 7p Entertainment Tonight M.....	01		30 Comme	Nbr of Spots			
					Closed PR	1	1	
31	M-F 7a Today Show M.....	02	1400	30 Comme	Nbr of Spots	1	1	1400
32	M-F 730p Extra M.....	01		30 Comme	Nbr of Spots			
					Closed PR	1	1	
33	M-F 9a Today Show II M.....	02	700	30 Comme	Nbr of Spots	1	1	700
34	M-Su 11p NewsS.	01	2500	30 Comme	Nbr of Spots	1	1	2500
35	Sat 6p NewsS.	02	900	30 Comme	Nbr of Spots	1	1	900
36	Sat 7a Today ShowS.	03	625	30 Comme	Nbr of Spots	1	1	625
37	M-Su Late News Late RunS.	01	2500	30 Comme	Nbr of Spots	1	1	2500
38	Sun 6p NewsS.	02	1100	30 Comme	Nbr of Spots	1	1	1100
39	Sun 7p ET / 6p CT Football Night in AmericaS.	03	5500	30 Comme	Nbr of Spots	1	1	5500
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Closed PR					6	2	8	

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Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
40	Sun 8a Today ShowS	02	700	30 Comme	Nbr of Spots 1		1	700
41	M-F 1p Days Of Our Lives ...T...	02	500	30 Comme	Nbr of Spots 1		1	500
42	M-F 1135p ET / 1035p CT Tonight Show ...T...	02	1200	30 Comme	Nbr of Spots 1		1	1200
43	M-F 12p Today Show III ...T...	02	300	30 Comme	Nbr of Spots 1		1	300
44	M-F 2p Rachael Ray ...T...	03	300	30 Comme	Nbr of Spots 1		1	300
45	M-F 3p Doctors ...T...	03	450	30 Comme	Nbr of Spots 1		1	450
46	M-F 4p Dr Oz ...T...	02	750	30 Comme	Nbr of Spots 1		1	750
47	M-F 5a News ...T...	01	300	30 Comme	Nbr of Spots 1		1	300
48	M-F 5p News ...T...	02	1500	30 Comme	Nbr of Spots 1		1	1500
49	M-F 530a News ...T...	01	500	30 Comme	Nbr of Spots 1		1	500
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Est./PO Number: 06238000	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
50	M-F 530p News ...T...	02	1500	30 Comme	Nbr of Spots 1		1	1500
51	M-F 6p News ...T...	02	2000	30 Comme	Nbr of Spots 1		1	2000
52	M-F 6a News ...T...	02	1000	30 Comme	Nbr of Spots 1		1	1000
53	M-F 7p Entertainment Tonight ...T...	01		30 Comme	Nbr of Spots 1		1	
54	M-F 7a Today Show ...T...	02	1400	30 Comme	Nbr of Spots 1		1	1400
55	M-F 730p Extra ...T...	01		30 Comme	Nbr of Spots 1		1	
56	M-F 9a Today Show II ...T...	02	700	30 Comme	Nbr of Spots 1		1	700
57	M-F 1p Days Of Our Lives ...T...	02	500	30 Comme	Nbr of Spots 1		1	500
58	M-Su 11p News ...T....	01	2500	30 Comme	Nbr of Spots 1		1	2500
59	M-F 1135p ET / 1035p CT Tonight Show ...T....	02	1200	30 Comme	Nbr of Spots 1		1	1200
60	M-F 12p Today Show III	02		300 Comme	Nbr of Spots 1		1	300
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Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06238000
Est./PO Number: 06238000	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
61	M-F 2p Rachael Ray .T.....	03	300	30 Comme	1		1	300
62	M-F 3p Doctors .T.....	03	450	30 Comme	1		1	450
63	M-F 4p Dr Oz .T.....	02	750	30 Comme	1		1	750
64	M-F 5p News .T.....	02	1500	30 Comme	1		1	1500
65	M-F 530a News .T.....	01	500	30 Comme	1		1	500
66	M-F 530p News .T.....	02	1500	30 Comme	1		1	1500
67	M-F 6p News .T.....	02	2000	30 Comme	1		1	2000
68	M-F 6a News .T.....	02	1000	30 Comme	1		1	1000
69	M-F 7a Today Show .T.....	02	1400	30 Comme	1		1	1400
70	M-F 9a Today Show II .T.....	02	700	30 Comme	1		1	700
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Total Spots(Ord Spots)					6	2	8	
Closed PR								

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Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06238000
Est./PO Number:	06238000	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
71	M-F 1p Days Of Our Lives ..W....	02	500	30 Comme	Nbr of Spots 1		1	500
72	M-Su 11p News ..W....	01	2500	30 Comme	Nbr of Spots 1		1	2500
73	M-F 1135p ET / 1035p CT Tonight Show ..W....	02	1200	30 Comme	Nbr of Spots 1		1	1200
74	M-F 12p Today Show III ..W....	02	300	30 Comme	Nbr of Spots 1		1	300
75	M-F 2p Rachael Ray ..W....	03	300	30 Comme	Nbr of Spots 1		1	300
76	M-F 3p Doctors ..W....	03	450	30 Comme	Nbr of Spots 1		1	450
77	M-F 5a News ..W....	01	300	30 Comme	Nbr of Spots 1		1	300
78	M-F 5p News ..W....	02	1500	30 Comme	Nbr of Spots 1		1	1500
79	M-F 530a News ..W....	01	500	30 Comme	Nbr of Spots 1		1	500
80	M-F 530p News ..W....	02	1500	30 Comme	Nbr of Spots 1		1	1500
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Est./PO Number: 06238000	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
81	M-F 6p News ..W....	02	2000	30 Comme	Nbr of Spots 1		1	2000
82	M-F 6a News ..W....	02	1000	30 Comme	Nbr of Spots 1		1	1000
83	M-F 7p Entertainment Tonight ..W....	01		30 Comme	Nbr of Spots Closed PR	1	1	
84	M-F 7a Today Show ..W....	02	1400	30 Comme	Nbr of Spots 1		1	1400
85	M-F 730p Extra ..W....	01		30 Comme	Nbr of Spots Closed PR	1	1	
86	M-F 9a Today Show II ..W....	02	700	30 Comme	Nbr of Spots 1		1	700
91	M-F 7p News ...F..	01	2000	30 Comme	Nbr of Spots 1		1	2000
92	M-F 730p Entertainment Tonight ...F..	01	2000	30 Comme	Nbr of Spots 1		1	2000
93	M-F 7p News M.....	01	2000	30 Comme	Nbr of Spots 1		1	2000
94	M-F 730p Entertainment Tonight M.....	01	2000	30 Comme	Nbr of Spots 1		1	2000
95	M-F 7p News M.....	01	2000	30 Comme	Nbr of Spots 1		1	2000
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Est./PO Number: 06238000	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
96	M-F 730p Entertainment Tonight ..T...	01	2000	30 Comme	1		1	2000
97	M-F 7p News ..W....	01	2000	30 Comme	1		1	2000
98	M-F 730p Entertainment Tonight ..W....	01	2000	30 Comme	1		1	2000
99	Sat 7a Today ShowS.	02	650	30 Comme	1		1	650
Weekly Totals: Total Spots(Ord Spots)					71	16	87	
Closed PR					6	2	8	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
14	M-F 7p Entertainment Tonight	:30 Commercial	10/01/12	Closed Pre Emption	0.00	36 (11/09, 11/21), 37 (10/15,	0000167959	E:120718015
16	M-F 730p Extra	:30 Commercial	10/01/12	Closed Pre Emption	2,000.00	No Makegood / Credit	0000000000	E:120718015
30	M-F 7p Entertainment Tonight	:30 Commercial	10/08/12	Closed Pre Emption	0.00	36 (11/09, 11/21), 37 (10/15,	0000167959	E:120718015
32	M-F 730p Extra	:30 Commercial	10/08/12	Closed Pre Emption	2,000.00	No Makegood / Credit	0000000000	E:120718015
53	M-F 7p Entertainment Tonight	:30 Commercial	10/01/12	Closed Pre Emption	0.00	10/03, 10/04, 10/19, 10/22	0000167960	E:120718015
55	M-F 730p Extra	:30 Commercial	10/01/12	Closed Pre Emption	2,000.00	No Makegood / Credit	0000000000	E:120718015
83	M-F 7p Entertainment Tonight	:30 Commercial	10/01/12	Closed Pre Emption	0.00	10/03, 10/04, 10/19, 10/22	0000167960	E:120718015
85	M-F 730p Extra	:30 Commercial	10/01/12	Closed Pre Emption	2,000.00	No Makegood / Credit	0000000000	E:120718015

Grand Totals

		Month 10 Weeks: 4	
Totals		10/01	10/08
Spots	87	71	16
Cost	106625	87225	18400

Grand Totals:

Spots:	87
Gross Total:	105,625.00
Commission:	15,843.75
Net Total:	89,781.25

JUL 17/12 13.1
*** WFLA-TV ***

JUL17/12 13.1

REP. #	OFF. #	SALESMAN #
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SALES PRSN WA- MEGHAN MCGARR (H)

	CLASS: NATL.	LOCAL	REGIONAL
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(CH₃)

DATE JUL17/12 13.19

TTL \$104,975 @86X
PLEASE CONFIRM
THANKS SHOSHANA FOR MECHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

AMERICAN CROSSROADS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	:SPTS:

AGENCY ADVERTISER CODE = 11	AGENCY EST# = 6992
AGENCY PRODUCT CODE = 27	

1	100P--200P	30	\$500.00	10/5	10/5	1	FRI	1
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PROGRAM : DAYS OF OUR LIVES
CON COM1 : DAYS OF OUR LIVES

2	1000E-1100E	30	\$5,000.00	10/5	10/5	1	FRI
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PROGRAM : DATELINE
CON COM1: DATELINE

3	1100P-1135P	30	\$2,500.00	10/5	10/5	1	FRI
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PROGRAM : NEWS CHANNEL 8 @ 11PM
CON COM1: NEWS CHANNEL 8 @ 11PM
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3

JUL17/12 13.1
***** WFLA-TV *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$1,200.00	10/5	10/5	1		FRI	1
5			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$300.00	10/5	10/5	1		FRI	1
6			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$300.00	10/5	10/5	1		FRI	1
7			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/5	10/5	1		FRI	1
8			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$750.00	10/5	10/5	1		FRI	1
9			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$1,500.00	10/5	10/5	1		FRI	1
10			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$500.00	10/5	10/5	1		FRI	1
11			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$1,500.00	10/5	10/5	1		FRI	1
12			600P-630P PROGRAM : NEWS CHANNEL8 CON COM1: NEWS CHANNEL8	30		\$2,000.00	10/5	10/5	1		FRI	1

JUL17/12 13.1
***** WFLA-TV *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$1,000.00	10/5	10/5	1		FRI	1
14			630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1: NBC NIGHTLY NEWS	30		\$3,500.00	10/5	10/5	0		FRI	0
15			700P-730P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30		\$2,000.00	10/5	10/5	1		FRI	1
16			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$1,400.00	10/5	10/5	1		FRI	1
17			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$2,000.00	10/5	10/5	1		FRI	1
18			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$700.00	10/5	10/5	1		FRI	1
19			100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES	30		\$500.00	10/8	10/8	1		MON	1
20			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	30		\$2,500.00	10/8	10/8	1		MON	1
21			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$1,200.00	10/8	10/8	1		MON	1

REP HEADLINE# 6236000
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 JUL17/12 13.1
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$300.00	10/8	10/8	1		MON	1
23			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$300.00	10/8	10/8	1		MON	1
24			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/8	10/8	1		MON	1
25			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$750.00	10/8	10/8	1		MON	1
26			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$300.00	10/8	10/8	1		MON	1
27			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$1,500.00	10/8	10/8	1		MON	1
28			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$1,500.00	10/8	10/8	1		MON	1
29			600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,000.00	10/8	10/8	1		MON	1
30			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$1,000.00	10/8	10/8	1		MON	1

REP HEADLINE# 6238000
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP

JUL17/12 13.1
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
31			630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1: NBC NIGHTLY NEWS	30		\$3,500.00	10/8	10/8	0		MON	0
32			700P-730P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30		\$2,000.00	10/8	10/8	1		MON	1
33			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$1,400.00	10/8	10/8	1		MON	1
34			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$2,000.00	10/8	10/8	1		MON	1
35			800P-900P PROGRAM : THE VOICE CON COM1: THE VOICE	30		\$2,500.00	10/8	10/8	0		MON	0
36			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$700.00	10/8	10/8	1		MON	1
37			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	30		\$2,500.00	10/6	10/6	1		SAT	1
38			600P-630P PROGRAM : NEWSCHANNEL 8 CON COM1: NEWSCHANNEL 8	30		\$900.00	10/6	10/6	1		SAT	1
39			630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1: NBC NIGHTLY NEWS	30		\$3,200.00	10/6	10/6	0		SAT	0

JUL17/12 13.1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
40			700A-900A PROGRAM : SATURDAY TODAY CON COM1: SATURDAY TODAY	30		\$625.00	10/6	10/6	1		SAT	1
41			1100P-1135P 1130-12M PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	30		\$2,500.00	10/7	10/7	1		SUN	1
42			200P-600P PROGRAM : BMW CHAMPIONSHIP9/9/12 CON COM1: BMW CHAMPIONSHIP9/9/12	30		\$650.00	10/7	10/7	0		SUN	0
43			600P-630P PROGRAM : NEWSCHANNEL 8 CON COM1: NEWSCHANNEL 8	30		\$1,100.00	10/7	10/7	1		SUN	1
44			700P-830P PROGRAM : FOOTBALL NIGHT IN AMRC CON COM1: FOOTBALL NIGHT IN AMRC	30		\$.00	10/7	10/7	0		SUN	0
45			700P-815P PROGRAM : FOOTBALL CON COM1: FOOTBALL	30		\$5,500.00	10/7	10/7	1		SUN	1
46			800A-900A PROGRAM : SUNDAY TODAY CON COM1: SUNDAY TODAY	30		\$700.00	10/7	10/7	1		SUN	1
47			100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES	30		\$500.00	10/4	10/4	1		THU	1
48			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	30		\$1,400.00	10/4	10/4	0		THU	0

REP HEADLINE# 6236000
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

JUL17/12 13.1
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
49			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$1,200.00	10/4	10/4	1		THU	1
50			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$300.00	10/4	10/4	1		THU	1
51			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$300.00	10/4	10/4	1		THU	1
52			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/4	10/4	1		THU	1
53			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$750.00	10/4	10/4	1		THU	1
54			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$300.00	10/4	10/4	1		THU	1
55			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$1,500.00	10/4	10/4	1		THU	1
56			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$500.00	10/4	10/4	1		THU	1
57			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$1,500.00	10/4	10/4	1		THU	1

JUL17/12 13.1

WFLA-TV *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
58			600P-630P	30		\$2,000.00	10/4	10/4	1		THU	1
PROGRAM : NEWS CHANNEL8												
CON COM1: NEWS CHANNEL8												
59			600A-700A	30		\$1,000.00	10/4	10/4	1		THU	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
60			630P-700P	30		\$3,500.00	10/4	10/4	0		THU	0
PROGRAM : NBC NIGHTLY NEWS												
CON COM1: NBC NIGHTLY NEWS												
61			700P-730P	30		\$2,000.00	10/4	10/4	1		THU	1
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1: ENTERTAINMENT TONIGHT												
62			700A-900A	30		\$1,400.00	10/4	10/4	1		THU	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
63			730P-800P	30		\$2,000.00	10/4	10/4	1		THU	1
PROGRAM : EXTRA												
CON COM1: EXTRA												
64			900A-1000A	30		\$700.00	10/4	10/4	1		THU	1
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
65			100P-200P	30		\$500.00	10/2	10/2	1		TUE	1
PROGRAM : DAYS OF OUR LIVES												
CON COM1: DAYS OF OUR LIVES												
66			1100P-1135P	30		\$2,500.00	10/2	10/2	1		TUE	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1: NEWS CHANNEL 8 @ 11PM												

JUL 17/12 13.1
WFLA-TV

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
67			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$1,200.00	10/2	10/2	1		TUE	1
68			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$300.00	10/2	10/2	1		TUE	1
69			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$300.00	10/2	10/2	1		TUE	1
70			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/2	10/2	1		TUE	1
71			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$750.00	10/2	10/2	1		TUE	1
72			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$300.00	10/2	10/2	0		TUE	0
73			500P-530P PROGRAM : NEWSCHANNEL 8 5P CON COM1: NEWSCHANNEL 8 5P	30		\$1,500.00	10/2	10/2	1		TUE	1
74			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$500.00	10/2	10/2	1		TUE	1
75			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$1,500.00	10/2	10/2	1		TUE	1

REP HEADLINE# 6236000
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

JUL17/12 13.1
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
76			600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1 : NEWS CHANNEL 8	30		\$2,000.00	10/2	10/2	1		TUE	1
77			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1 : NEWSCHANNEL 8 TODAY	30		\$1,000.00	10/2	10/2	1		TUE	1
78			630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1 : NBC NIGHTLY NEWS	30		\$3,500.00	10/2	10/2	0		TUE	0
79			700P-730P PROGRAM : ENTERTAINMENT TONIGHT CON COM1 : ENTERTAINMENT TONIGHT	30		\$1,250.00	10/2	10/2	0		TUE	0
80			700A-900A PROGRAM : TODAY SHOW CON COM1 : TODAY SHOW	30		\$1,400.00	10/2	10/2	1		TUE	1
81			730P-800P PROGRAM : EXTRA CON COM1 : EXTRA	30		\$1,250.00	10/2	10/2	0		TUE	0
82			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1 : TODAY SHOW 2	30		\$700.00	10/2	10/2	1		TUE	1
83			100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1 : DAYS OF OUR LIVES	30		\$500.00	10/3	10/3	1		WED	1
84			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1 : NEWS CHANNEL 8 @ 11PM	30		\$2,500.00	10/3	10/3	1		WED	1

JUL17/12 13.1
***** WFLA-TV *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
85			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$1,200.00	10/3	10/3	1		WED	1
86			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$300.00	10/3	10/3	1		WED	1
87			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$300.00	10/3	10/3	1		WED	1
88			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/3	10/3	1		WED	1
89			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$550.00	10/3	10/3	0		WED	0
90			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$300.00	10/3	10/3	1		WED	1
91			500P-530P PROGRAM : NEWSCHANNEL 8 5P CON COM1: NEWSCHANNEL 8 5P	30		\$1,500.00	10/3	10/3	1		WED	1
92			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$500.00	10/3	10/3	1		WED	1
93			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$1,500.00	10/3	10/3	1		WED	1

JUL17/12 13.1
***** WFLA-TV *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
94			600P-630P	30		\$2,000.00	10/3	10/3	1		WED	1
PROGRAM : NEWS CHANNEL8												
CON COM1: NEWS CHANNEL8												
95			600A-700A	30		\$1,000.00	10/3	10/3	1		WED	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
96			630P-700P	30		\$3,500.00	10/3	10/3	0		WED	0
PROGRAM : NBC NIGHTLY NEWS												
CON COM1: NBC NIGHTLY NEWS												
97			700P-730P	30		\$2,000.00	10/3	10/3	1		WED	1
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1: ENTERTAINMENT TONIGHT												
98			700A-900A	30		\$1,400.00	10/3	10/3	1		WED	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
99			730P-800P	30		\$2,000.00	10/3	10/3	1		WED	1
PROGRAM : EXTRA												
CON COM1: EXTRA												
100			900A-1000A	30		\$700.00	10/3	10/3	1		WED	1
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
OCT/12 104975.00												CONTRACT TOTAL 104975.00
												TOTAL SPOTS 86
MARKET TOTALS \$499,880						WFLA 21%	WFTS 19%	WTSP 21%	WTVT 32%	WTOG 0%	WTTA 0%	WMOR 0%
SHARES ACCURATE						WMOX 0%	WXPX 0%	WWSB 7%	CABL 0%			
SVC- NSI												
DEMOS- RA35+*												

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 680 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 104975	Campaign Ref: E:120718015
Buyer: "	Client/Product/Estimate: 11 / 27 / 692	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06238000
Est./PO Number: 06238000	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Product: American Crossroads	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-F 1p Days Of Our Lives ...F..	500	30 Comme	Nbr of Spots	1	1	500
2	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	5000	30 Comme	Nbr of Spots	1	1	5000
3	M-Su 11p News ...F..	2500	30 Comme	Nbr of Spots	1	1	2500
4	M-F 1135p ET / 1035p CT Tonight Show ...F..	1200	30 Comme	Nbr of Spots	1	1	1200
5	M-F 12p Today Show III ...F..	300	30 Comme	Nbr of Spots	1	1	300
6	M-F 2p Rachael Ray ...F..	300	30 Comme	Nbr of Spots	1	1	300
7	M-F 3p Doctors ...F..	450	30 Comme	Nbr of Spots	1	1	450
8	M-F 4p Dr Oz ...F..	750	30 Comme	Nbr of Spots	1	1	750
Weekly Totals:		Total Spots(Ord Spots)		70	16	86	

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue
Buyer:
Schedule Dates: 10/01/12 to 10/14/12
Est./PO Number: 06238000

Submission Cost:
Client/Product/Estimate:
Weeks:
Contract type:

104975
11 /27 /692
2
Political
Campaign Ref: E:120718015
Sales Rep: HRP Washington, DC
Order Ref: 06238000
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/01	10/08	Total	Cost
9	M-F 5p News ...F..	1500	30 Comme	Nbr of Spots	1	1	1500
10	M-F 530a News ...F..	500	30 Comme	Nbr of Spots	1	1	500
11	M-F 530p News ...F..	1500	30 Comme	Nbr of Spots	1	1	1500
12	M-F 6p News ...F..	2000	30 Comme	Nbr of Spots	1	1	2000
13	M-F 6a News ...F..	1000	30 Comme	Nbr of Spots	1	1	1000
14	M-F 7p Entertainment Tonight ...F..	2000	30 Comme	Nbr of Spots	1	1	2000
15	M-F 7a Today Show ...F..	1400	30 Comme	Nbr of Spots	1	1	1400
16	M-F 730p Extra ...F..	2000	30 Comme	Nbr of Spots	1	1	2000
17	M-F 9a Today Show II ...F..	700	30 Comme	Nbr of Spots	1	1	700
18	M-F 1p Days Of Our Lives M.....	500	30 Comme	Nbr of Spots	1	1	500
19	M-Su 11p News M.....	2500	30 Comme	Nbr of Spots	1	1	2500
Weekly Totals: Total Spots(Ord Spots)				70	16	86	

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue		Submission Cost: 104975		Campaign Ref: E:120718015			
Buyer: ..		Client/Product/Estimate: 11 / 27 / 692		Sales Rep: HRP Washington, DC			
Schedule Dates: 10/01/12 to 10/14/12		Weeks: 2		Order Ref: 06238000			
Est./PO Number: 06238000		Contract type: Political		Business Type: POLITICAL			
				Business Category: Transactional			
Ref	Sales Product Details	Rate	Spot Type	10/01	10/08	Total	Cost
20	M-F 1135p ET / 1035p CT Tonight Show M.....	1200	30 Comme	Nbr of Spots	1	1	1200
21	M-F 12p Today Show III M.....	300	30 Comme	Nbr of Spots	1	1	300
22	M-F 2p Rachael Ray M.....	300	30 Comme	Nbr of Spots	1	1	300
23	M-F 3p Doctors M.....	450	30 Comme	Nbr of Spots	1	1	450
24	M-F 4p Dr Oz M.....	750	30 Comme	Nbr of Spots	1	1	750
25	M-F 5a News M.....	300	30 Comme	Nbr of Spots	1	1	300
26	M-F 5p News M.....	1500	30 Comme	Nbr of Spots	1	1	1500
27	M-F 530p News M.....	1500	30 Comme	Nbr of Spots	1	1	1500
28	M-F 6p News M.....	2000	30 Comme	Nbr of Spots	1	1	2000
29	M-F 6a News M.....	1000	30 Comme	Nbr of Spots	1	1	1000
30	M-F 7p Entertainment Tonight M.....	2000	30 Comme	Nbr of Spots	1	1	2000
Weekly Totals: Total Spots(Ord Spots)				70	16	86	

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 680 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue
Buyer: ..
Schedule Dates: 10/01/12 to 10/14/12
Est./PO Number: 06238000

Submission Cost: 104975
Client/Product/Estimate: 11 / 27 / 692
Weeks: 2
Contract type: Political

Campaign Ref: E:120718015
Sales Rep: HRP Washington, DC
Order Ref: 06238000
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/01	10/08	Total	Cost
31	M-F 7a Today Show M..... 1400	30	Comme	Nbr of Spots	1	1	1400
32	M-F 730p Extra M..... 2000	30	Comme	Nbr of Spots	1	1	2000
33	M-F 9a Today Show II M..... 700	30	Comme	Nbr of Spots	1	1	700
34	M-Su 11p NewsS. 2500	30	Comme	Nbr of Spots	1	1	2500
35	Sat 6p NewsS. 900	30	Comme	Nbr of Spots	1	1	900
36	Sat 7a Today ShowS. 625	30	Comme	Nbr of Spots	1	1	625
37	M-Su Late News Late RunS. 2500	30	Comme	Nbr of Spots	1	1	2500
38	Sun 6p NewsS. 1100	30	Comme	Nbr of Spots	1	1	1100
39	Sun 7p ET / 6p CT Football Night In AmericaS. 5500	30	Comme	Nbr of Spots	1	1	5500
40	Sun 8a Today ShowS. 700	30	Comme	Nbr of Spots	1	1	700
41	M-F 1p Days Of Our LivesS. 500	30	Comme	Nbr of Spots	1	1	500
Weekly Totals: Total Spots(Ord Spots)				70	16	86	

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 104975	Campaign Ref: E:120718015
Buyer: ..	Client/Product/Estimate: 11 /27 /692	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06238000
Est./PO Number: 06238000	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/01	10/08	Total	Cost
42	M-F 1135p ET / 1035p CT Tonight Show ...T...	1200	30 Comme	Nbr of Spots	1	1	1200
43	M-F 12p Today Show III ...T...	300	30 Comme	Nbr of Spots	1	1	300
44	M-F 2p Rachael Ray ...T...	300	30 Comme	Nbr of Spots	1	1	300
45	M-F 3p Doctors ...T...	450	30 Comme	Nbr of Spots	1	1	450
46	M-F 4p Dr Oz ...T...	750	30 Comme	Nbr of Spots	1	1	750
47	M-F 5a News ...T...	300	30 Comme	Nbr of Spots	1	1	300
48	M-F 5p News ...T...	1500	30 Comme	Nbr of Spots	1	1	1500
49	M-F 530a News ...T...	500	30 Comme	Nbr of Spots	1	1	500
50	M-F 530p News ...T...	1500	30 Comme	Nbr of Spots	1	1	1500
51	M-F 6p News ...T...	2000	30 Comme	Nbr of Spots	1	1	2000
Weekly Totals: Total Spots(Ord Spots)				70	16	86	

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue
Buyer:
Schedule Dates: 10/01/12 to 10/14/12
Est./PO Number: 06238000

Submission Cost:
Client/Product/Estimate:
Weeks:
Contract type:

104975
11/27/692
2
Political

Campaign Ref: E:120718015
Sales Rep: HRP Washington, DC
Order Ref: 06238000
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type		10/01	10/08	Total	Cost
52	M-F 6a News ..T....	1000	30 Comme	Nbr of Spots	1		1	1000
53	M-F 7p Entertainment Tonight ...T...	2000	30 Comme	Nbr of Spots	1		1	2000
54	M-F 7a Today Show ...T...	1400	30 Comme	Nbr of Spots	1		1	1400
55	M-F 730p Extra ...T...	2000	30 Comme	Nbr of Spots	1		1	2000
56	M-F 9a Today Show II ...T...	700	30 Comme	Nbr of Spots	1		1	700
57	M-F 1p Days Of Our Lives .T.....	500	30 Comme	Nbr of Spots	1		1	500
58	M-Su 11p News .T.....	2500	30 Comme	Nbr of Spots	1		1	2500
59	M-F 1135p ET / 1035p CT Tonight Show .T.....	1200	30 Comme	Nbr of Spots	1		1	1200
60	M-F 12p Today Show III .T.....	300	30 Comme	Nbr of Spots	1		1	300
61	M-F 2p Rachael Ray .T.....	300	30 Comme	Nbr of Spots	1		1	300
62	M-F 3p Doctors .T.....	450	30 Comme	Nbr of Spots	1		1	450
Weekly Totals:				Total Spots(Ord Spots)	70	16	86	

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue
Buyer: ...
Schedule Dates: 10/01/12 to 10/14/12
Est./PO Number: 06238000

Submission Cost: 104975
Client/Product/Estimate: 11 / 27 / 692
Weeks: 2
Contract type: Political

Campaign Ref: E:120718015
Sales Rep: HRP Washington, DC
Order Ref: 06238000
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/01	10/08	Total	Cost
63	M-F 4p Dr Oz .T.....	750	30 Comme	Nbr of Spots	1	1	750
64	M-F 5p News .T.....	1500	30 Comme	Nbr of Spots	1	1	1500
65	M-F 530a News .T.....	500	30 Comme	Nbr of Spots	1	1	500
66	M-F 530p News .T.....	1500	30 Comme	Nbr of Spots	1	1	1500
67	M-F 6p News .T.....	2000	30 Comme	Nbr of Spots	1	1	2000
68	M-F 6a News .T.....	1000	30 Comme	Nbr of Spots	1	1	1000
69	M-F 7a Today Show .T.....	1400	30 Comme	Nbr of Spots	1	1	1400
70	M-F 9a Today Show II .T.....	700	30 Comme	Nbr of Spots	1	1	700
71	M-F 1p Days Of Our Lives ..W....	500	30 Comme	Nbr of Spots	1	1	500
72	M-Su 11p News ..W....	2500	30 Comme	Nbr of Spots	1	1	2500
73	M-F 1135p ET / 1035p CT Tonight Show	1200	30	Nbr of Spots	1	1	1200
Weekly Totals: Total Spots(Ord Spots)				70	16	86	

Crossroads Media
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American Crossroads/ Issue
 Submission Number 680 Issue 1



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PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 104975	Campaign Ref: E:120718015
Buyer: ..	Client/Product/Estimate: 11 / 27 / 692	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06238000
Est./PO Number: 06238000	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/01	10/08	Total	Cost
74	M-F 12p Today Show III ..W....	300	30 Comme	1		1	300
75	M-F 2p Rachael Ray ..W....	300	30 Comme	1		1	300
76	M-F 3p Doctors ..W....	450	30 Comme	1		1	450
77	M-F 5a News ..W....	300	30 Comme	1		1	300
78	M-F 5p News ..W....	1500	30 Comme	1		1	1500
79	M-F 530a News ..W....	500	30 Comme	1		1	500
80	M-F 530p News ..W....	1500	30 Comme	1		1	1500
81	M-F 6p News ..W....	2000	30 Comme	1		1	2000
82	M-F 6a News ..W....	1000	30 Comme	1		1	1000
83	M-F 7p Entertainment Tonight ..W....	2000	30 Comme	1		1	2000
84	M-F 7a Today Show ..W....	1400	30 Comme	1		1	1400
Weekly Totals: Total Spots(Ord Spots)				70	16	86	

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 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 680 Issue 1



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 P.O. Box 1410
 Tampa, FL 33601

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Original

Client: American Crossroads/ Issue
Buyer:
Schedule Dates: 10/01/12 to 10/14/12
Est./PO Number: 06238000

Submission Cost: 104975
Client/Product/Estimate: 11/27/692
Weeks: 2
Contract type: Political

Campaign Ref: E:120718015
Sales Rep: HRP Washington, DC
Order Ref: 06238000
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/01	10/08	Total	Cost
85	M-F 730p Extra ..W....	2000	30 Comme	Nbr of Spots	1	1	2000
86	M-F 9a Today Show II ..W....	700	30 Comme	Nbr of Spots	1	1	700
Weekly Totals: Total Spots (Ord Spots)				70	16	86	

Grand Totals

Totals	10/01	Month 10 Weeks: 4	10/08
Spots	86	70	16
Cost	104975	88575	18400

Grand Totals:

Spots: 86
Gross Total: 104,975.00
Commission: 15,746.25
Net Total: 89,228.75



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP.: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV.: American Crossroads/ Issue
PROD: American Crossroads

2012
INVOICE DATE 10/28/12 E:120718015
ORDER TYPE Political WFLA
INVOICE NUMBER 0100033231
PAGE 1
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/01/12-10/14/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 11 /27 /692
Desc: 06238000

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION			
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH	M/G FOR	PRODUCT DESCRIPTION	PRICE	REMARKS
M-F 1p Days Of Our Lives	500.00	1	1	10/05	FR	12:59P	30		USPRTV19ACH	500.00	
Fri 10p ET / 9p CT Dateline NB	5000.00	2	1	10/05	FR	10:30P	30		USPRTV19ACH	5000.00	
M-Su 11p News	2500.00	3	1	10/05	FR	11:33P	30		USPRTV19ACH	2500.00	
M-F 1135p ET / 1035p CT Tonight	1200.00	4	1	10/05	FR	12:07A	30		USPRTV19ACH	1200.00	
M-F 12p Today Show III	300.00	5	1	10/05	FR	12:28P	30		USPRTV19ACH	300.00	
M-F 2p Rachael Ray	300.00	6	1	10/05	FR	02:53P	30		USPRTV19ACH	300.00	
M-F 3p Doctors	450.00	7	1	10/05	FR	03:12P	30		USPRTV19ACH	450.00	
M-F 4p Dr Oz	750.00	8	1	10/05	FR	04:37P	30		USPRTV19ACH	750.00	
M-F 5p News	1500.00	9	1	10/05	FR	05:30P	30		USPRTV19ACH	1500.00	
M-F 530a News	500.00	10	1	10/05	FR	05:41A	30		USPRTV19ACH	500.00	
M-F 530p News	1500.00	11	1	10/05	FR	05:53P	30		USPRTV19ACH	1500.00	
M-F 6p News	2000.00	12	1	10/05	FR	06:18P	30		USPRTV19ACH	2000.00	
M-F 6a News	1000.00	13	1	10/05	FR	06:43A	30		USPRTV19ACH	1000.00	
M-F 7p Entertainment Tonight	2000.00	14	1	10/05	FR		30		USPRTV19ACH	.00	Preempt
*** Continued ***											

PERIOD COST 113,625.00

87 Total Units
ACTUAL GROSS BILLING 105,625.00
AGENCY COMMISSION 15,843.75
NET DUE 89,781.25

Debits .00
Credits 8,000.00-
SUB-TOTALS 8,000.00CR
TOTAL RECONCILING

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER American Crossroads/ Issue
PRODUCT American Crossroads

INVOICE NUMBER 0100033231
BROADCAST MONTH 10/01/2012 - 10/28/
AMOUNT DUE 89,781.25

REMIT TO:

*00175

000021453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



400900020 00000000021453 00000100033231 008978125 1

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: American Crossroads/ Issue
PROD: American Crossroads

2012
INVOICE DATE 10/28/12
ORDER TYPE Political
WFLA I SS
E:120718015
WFLA
INVOICE NUMBER 0100033231
PAGE 2
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/01/12-10/14/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 11 /27 /692
Desc: 06238000

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 7a Today Show	1400.00	15 1	10/05	FR	08:49A	30 USPRTV19ACH	1400.00	Program Change	
M-F 730p Extra	2000.00	16 1	10/05	FR		30	.00	Preempt Program Change	2000.00-
M-F 9a Today Show II	700.00	17 1	10/05	FR	09:56A	30 USPRTV19ACH	700.00		
M-F 1p Days Of Our Lives	500.00	18 1	10/08	MO	12:58P	30 USPRTV19ACH	500.00		
M-Su 11p News	2500.00	19 1	10/08	MO	11:24P	30 USPRTV19ACH	2500.00		
M-F 1135p ET / 1035p CT Tonight	1200.00	20 1	10/08	MO	12:29A	30 USPRTV19ACH	1200.00		
M-F 12p Today Show III	300.00	21 1	10/08	MO	12:29P	30 USPRTV19ACH	300.00		
M-F 2p Rachael Ray	300.00	22 1	10/08	MO	02:11P	30 USPRTV19ACH	300.00		
M-F 3p Doctors	450.00	23 1	10/08	MO	03:53P	30 USPRTV19ACH	450.00		
M-F 4p Dr Oz	750.00	24 1	10/08	MO	04:28P	30 USPRTV19ACH	750.00		
M-F 5a News	300.00	25 1	10/08	MO	05:23A	30 USPRTV19ACH	300.00		
M-F 5p News	1500.00	26 1	10/08	MO	05:28P	30 USPRTV19ACH	1500.00		
M-F 530p News	1500.00	27 1	10/08	MO	05:43P	30 USPRTV19ACH	1500.00		
M-F 6p News	2000.00	28 1	10/08	MO	06:11P	30 USPRTV19ACH	2000.00		
M-F 6a News	1000.00	29 1	10/08	MO	06:29A	30 USPRTV19ACH	1000.00		
M-F 7p Entertainment Tonight	2000.00	30 1	10/08	MO		30	.00	Preempt Program Change	.00-
M-F 7a Today Show	1400.00	31 1	10/08	MO	07:56A	30 USPRTV19ACH	1400.00		
M-F 730p Extra	2000.00	32 1	10/08	MO		30	.00	Preempt Program Change	2000.00-
M-F 9a Today Show II	700.00	33 1	10/08	MO	09:56A	30 USPRTV19ACH	700.00		
M-Su 11p News						30			

*** Continued ***

PERIOD COST	113,625.00	87 Total Units			
		ACTUAL GROSS BILLING	105,625.00	SUB-TOTALS	Debits .00
		AGENCY COMMISSION	15,843.75	TOTAL RECONCILING	Credits 8,000.00-
		NET DUE	89,781.25		8,000.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: American Crossroads/ Issue
PROD: American Crossroads

2012
INVOICE DATE 10/28/12 E:120718015
ORDER TYPE Political WFLA
INVOICE NUMBER 0100033231
PAGE 3
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/01/12-10/14/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 11 /27 /692
Desc: 06238000

SCHEDULE		ACTUAL BROADCAST		RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE DAY TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE
Sat 6p News	2500.00	34 1	10/06 SA 11:20P	30 USPRTV19ACH	2500.00
			*WFLA	:30 Commercial	
Sat 7a Today Show	900.00	35 1	10/06 SA 06:11P	30 USPRTV19ACH	900.00
			*WFLA	:30 Commercial	
M-Su Late News Late Run	625.00	36 1	10/06 SA 07:29A	30 USPRTV19ACH	625.00
			*WFLA	:30 Commercial	
Sun 6p News	2500.00	37 1	10/07 SU 12:10A	30 USPRTV19ACH	2500.00
			*WFLA	:30 Commercial	
Sun 7p ET / 6p CT Football Nig	1100.00	38 1	10/07 SU 06:10P	30 USPRTV19ACH	1100.00
			*WFLA	:30 Commercial	
Sun 8a Today Show	5500.00	39 1	10/07 SU 07:29P	30 USPRTV19ACH	5500.00
			*WFLA	:30 Commercial	
M-F 1p Days Of Our Lives	700.00	40 1	10/07 SU 08:28A	30 USPRTV19ACH	700.00
			*WFLA	:30 Commercial	
M-F 1135p ET / 1035p CT Tonight	500.00	41 1	10/04 TH 12:58P	30 USPRTV19ACH	500.00
			*WFLA	:30 Commercial	
M-F 12p Today Show III	1200.00	42 1	10/04 TH 11:45P	30 USPRTV19ACH	1200.00
			*WFLA	:30 Commercial	
M-F 2p Rachael Ray	300.00	43 1	10/04 TH 12:26P	30 USPRTV19ACH	300.00
			*WFLA	:30 Commercial	
M-F 3p Doctors	300.00	44 1	10/04 TH 02:41P	30 USPRTV19ACH	300.00
			*WFLA	:30 Commercial	
M-F 4p Dr Oz	450.00	45 1	10/04 TH 03:33P	30 USPRTV19ACH	450.00
			*WFLA	:30 Commercial	
M-F 5a News	750.00	46 1	10/04 TH 04:12P	30 USPRTV19ACH	750.00
			*WFLA	:30 Commercial	
M-F 5p News	300.00	47 1	10/04 TH 05:11A	30 USPRTV19ACH	300.00
			*WFLA	:30 Commercial	
M-F 530a News	1500.00	48 1	10/04 TH 05:13P	30 USPRTV19ACH	1500.00
			*WFLA	:30 Commercial	
M-F 530p News	500.00	49 1	10/04 TH 05:57A	30 USPRTV19ACH	500.00
			*WFLA	:30 Commercial	
M-F 6p News	1500.00	50 1	10/04 TH 05:57P	30 USPRTV19ACH	1500.00
			*WFLA	:30 Commercial	
M-F 6a News	2000.00	51 1	10/04 TH 06:18P	30 USPRTV19ACH	2000.00
			*WFLA	:30 Commercial	
M-F 7p Entertainment Tonight	1000.00	52 1	10/04 TH 06:23A	30 USPRTV19ACH	1000.00
			*WFLA	:30 Commercial	
	2000.00	53 1	10/04 TH	30	.00
					Preempt Program Change .00-
M-F 7a Today Show			*WFLA	:30 Commercial	
	1400.00	54 1	10/04 TH 08:58A	30 USPRTV19ACH	1400.00
M-F 730p Extra			*WFLA	:30 Commercial	
	2000.00	55 1	10/04 TH	30	.00
					Preempt Program Change 2000.00-

*** Continued ***

PERIOD COST 113,625.00

87 Total Units
ACTUAL GROSS BILLING 105,625.00
AGENCY COMMISSION 15,843.75
NET DUE 89,781.25

SUB-TOTALS Debits .00
Credits 8,000.00-
TOTAL RECONCILING 8,000.00CR

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WFLA-TV

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INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: American Crossroads/ Issue
PROD: American Crossroads

2012
INVOICE DATE 10/28/12 E:120718015
ORDER TYPE Political WFLA
INVOICE NUMBER 0100033231
PAGE 4
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/01/12-10/14/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 11 /27 /692
Desc: 06238000

SCHEDULE		ACTUAL BROADCAST		RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE DAY TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE
M-F 9a Today Show II	700.00	56 1	10/04 TH 09:57A	:30 Commercial	700.00
M-F 1p Days Of Our Lives	500.00	57 1	10/02 TU 01:58P	:30 Commercial	500.00
M-Su 11p News	2500.00	58 1	10/02 TU 11:25P	:30 Commercial	2500.00
M-F 1135p ET / 1035p CT Tonigh	1200.00	59 1	10/02 TU 12:09A	:30 Commercial	1200.00
M-F 12p Today Show III	300.00	60 1	10/02 TU 12:53P	:30 Commercial	300.00
M-F 2p Rachael Ray	300.00	61 1	10/02 TU 02:42P	:30 Commercial	300.00
M-F 3p Doctors	450.00	62 1	10/02 TU 03:58P	:30 Commercial	450.00
M-F 4p Dr Oz	750.00	63 1	10/02 TU 04:28P	:30 Commercial	750.00
M-F 5p News	1500.00	64 1	10/02 TU 05:21P	:30 Commercial	1500.00
M-F 530a News	500.00	65 1	10/02 TU 05:52A	:30 Commercial	500.00
M-F 530p News	1500.00	66 1	10/02 TU 05:52P	:30 Commercial	1500.00
M-F 6p News	2000.00	67 1	10/02 TU 06:09P	:30 Commercial	2000.00
M-F 6a News	1000.00	68 1	10/02 TU 06:41A	:30 Commercial	1000.00
M-F 7a Today Show	1400.00	69 1	10/02 TU 08:42A	:30 Commercial	1400.00
M-F 9a Today Show II	700.00	70 1	10/02 TU 09:49A	:30 Commercial	700.00
M-F 1p Days Of Our Lives	500.00	71 1	10/03 WE 12:59P	:30 Commercial	500.00
M-Su 11p News	2500.00	72 1	10/03 WE 11:25P	:30 Commercial	2500.00
M-F 1135p ET / 1035p CT Tonigh	1200.00	73 1	10/03 WE 11:55P	:30 Commercial	1200.00
M-F 12p Today Show III	300.00	74 1	10/03 WE 12:27P	:30 Commercial	300.00
M-F 2p Rachael Ray	300.00	75 1	10/03 WE 02:14P	:30 Commercial	300.00
M-F 3p Doctors	450.00	76 1	10/03 WE 03:21P	:30 Commercial	450.00
M-F 5a News	300.00	77 1	10/03 WE 05:11A	:30 Commercial	300.00
M-F 5p News	1500.00	78 1	10/03 WE 05:17P	:30 Commercial	1500.00
M-F 530a News			*WFLA :30 Commercial		

*** Continued ***

PERIOD COST 113,625.00

87 Total Units
ACTUAL GROSS BILLING 105,625.00
AGENCY COMMISSION 15,843.75
NET DUE 89,781.25

SUB-TOTALS Debits .00
Credits 8,000.00-
TOTAL RECONCILING 8,000.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.



WFLA-TV

A MEDIA GENERAL STATION

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Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP_: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV_: American Crossroads/ Issue
PROD: American Crossroads

2012
INVOICE DATE 10/28/12 E:120718015
ORDER TYPE Political WFLA
INVOICE NUMBER 0100033231
PAGE 5
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/01/12-10/14/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 11 /27 /692
Desc: 06238000

SCHEDULE		ACTUAL BROADCAST		RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE DAY TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE
M-F 530p News	500.00	79 1	10/03 WE 05:51A	30 USPRTV19ACH	500.00
			*WFLA	:30 Commercial	
M-F 6p News	1500.00	80 1	10/03 WE 05:42P	30 USPRTV19ACH	1500.00
			*WFLA	:30 Commercial	
M-F 6a News	2000.00	81 1	10/03 WE 06:06P	30 USPRTV19ACH	2000.00
			*WFLA	:30 Commercial	
M-F 7p Entertainment Tonight	1000.00	82 1	10/03 WE 06:57A	30 USPRTV19ACH	1000.00
			*WFLA	:30 Commercial	
M-F 7a Today Show	2000.00	83 1	10/03 WE	30	.00
					Preempt Program Change .00-
M-F 730p Extra	1400.00	84 1	10/03 WE 08:29A	30 USPRTV19ACH	1400.00
			*WFLA	:30 Commercial	
M-F 9a Today Show II	2000.00	85 1	10/03 WE	30	.00
					Preempt Program Change 2000.00-
M-F 7p News	700.00	86 1	10/03 WE 09:59A	30 USPRTV19ACH	700.00
			*WFLA	:30 Commercial	
M-F 730p Entertainment Tonight	2000.00	91 1	10/05 FR 07:11P	30 USPRTV19ACH	2000.00
			*WFLA	:30 Commercial	
M-F 7p News	2000.00	92 1	10/05 FR 07:44P	30 USPRTV19ACH	2000.00
			*WFLA	:30 Commercial	
M-F 730p Entertainment Tonight	2000.00	93 1	10/08 MO 07:23P	30 USPRTV19ACH	2000.00
			*WFLA	:30 Commercial	
M-F 7p News	2000.00	94 1	10/08 MO 07:40P	30 USPRTV19ACH	2000.00
			*WFLA	:30 Commercial	
M-F 730p Entertainment Tonight	2000.00	95 1	10/04 TH 07:14P	30 USPRTV19ACH	2000.00
			*WFLA	:30 Commercial	
M-F 7p News	2000.00	96 1	10/04 TH 07:38P	30 USPRTV19ACH	2000.00
			*WFLA	:30 Commercial	
M-F 730p Entertainment Tonight	2000.00	97 1	10/03 WE 07:12P	30 USPRTV19ACH	2000.00
			*WFLA	:30 Commercial	
M-F 7p News	2000.00	98 1	10/03 WE 07:36P	30 USPRTV19ACH	2000.00
			*WFLA	:30 Commercial	
Sat 7a Today Show	650.00	99 1	10/06 SA 08:59A	30 USPRTV19ACH	650.00
			*WFLA	:30 Commercial	
Total Airtime Gross Spot Revenue:			105,625.00		

PERIOD COST 113,625.00		87 Total Units		Debits .00
		ACTUAL GROSS BILLING	105,625.00	Credits 8,000.00-
		AGENCY COMMISSION	15,843.75	TOTAL RECONCILING 8,000.00CR
		NET DUE	89,781.25	

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